

**Rep Order#** 6856158    **Ver#** 1    **Status** New    **Traffic Order#**    **Printed:** 09/25/2012 1:51 PM    1 of 1  
**EC'd** Yes    **Last Received:** 09/25/2012 12:40 PM    **Showing Buylines:** All Lines

<b>Station</b>	WAVY-TV NORFOLK, VA.	<b>Agency</b>	( ) CROSSROADS MEDIA	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) .AMER 4 JOB SECURITY		66 CANAL CENTER PLAZA, SUITE 555	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	Americans for Job Se		ALEXANDRIA, VA. 22314	<b>Salesperson</b>	( ) ANJIE BRADY
<b>Estimate#</b>	1020		<b>Agency C/P1/P2/E</b>		
<b>Buyer</b>	Noelle Ramsey		<b>Flight Dates</b>	<b>Salesperson Phone#</b>	215-567-6005
<b>Phone#</b>			<b>Hiatus Weeks</b>	<b>Salesperson FAX#</b>	215-567-5938
<b>Fax#</b>					

**-- CONTRACT COMMENT --**

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**-- REMARKS --**

THIS IS A NEW CONTRACT  
TOTAL 95,000  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS 10 TODAY @ 5AM	:30	\$700.00	09/26-09/26	1	1	1	\$700.00	
Rating: 4.6												
	2	TH	5A-6A	WAVY NEWS 10 TODAY @ 5AM	:30	\$700.00	09/27-09/27	1	1	1	\$700.00	
Rating: 4.6												
	3	F	5A-6A	WAVY NEWS 10 TODAY @ 5AM	:30	\$700.00	09/28-09/28	1	1	1	\$700.00	
Rating: 4.6												
	4	M	5A-6A	WAVY NEWS 10 TODAY @ 5AM	:30	\$700.00	10/01-10/01	1	1	1	\$700.00	
Rating: 4.6												
	5	TU	5A-6A	WAVY NEWS 10 TODAY @ 5AM	:30	\$700.00	10/02-10/02	1	1	1	\$700.00	
Rating: 4.6												
	6	W	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	\$2,000.00	09/26-09/26	1	1	1	\$2,000.00	
Rating: 6.3												
	7	TH	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	\$2,000.00	09/27-09/27	1	1	1	\$2,000.00	
Rating: 6.3												
	8	F	6A-7A	WAVY NEWS 10 TODAY @ 6AM	:30	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
Rating: 6.3												





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**Showing Buylines: All Lines**

**Station** WAVY-TV NORFOLK, VA.

Advertiser ( ) .AMER 4 JOB SECURITY

## Product Americans for Job Se

Estimate# 1020

**Buyer** Noelle Ramsey

## Hiatus Weeks

Agency ( ) CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

**Agency C/P1/P2/E** 13/141/1020

**Flight Dates** 09/26/2012 - 10/02/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	31	W	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/26-09/26	1	1	1	\$300.00	
Rating: 2.0												
	32	TH	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/27-09/27	1	1	1	\$300.00	
Rating: 2.0												
	33	F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/28-09/28	1	1	1	\$300.00	
Rating: 2.0												
	34	M	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
Rating: 2.0												
	35	TU	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	10/02-10/02	1	1	1	\$300.00	
Rating: 2.0												
	36	W	2P-3P	THE DOCTORS	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
Rating: 1.0												
	37	TH	2P-3P	THE DOCTORS	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
Rating: 1.0												
	38	F	2P-3P	THE DOCTORS	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
Rating: 1.0												
	39	M	2P-3P	THE DOCTORS	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
Rating: 1.0												
	40	TU	2P-3P	THE DOCTORS	:30	\$200.00	10/02-10/02	1	1	1	\$200.00	
Rating: 1.0												
	41	W	4P-5P	ANDERSON COOPER	:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
Rating: 2.5												



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**Flight Dates** 09/26/2012 - 10/02/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	53	F	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
Rating: 7.6												
	54	M	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$2,000.00	10/01-10/01	1	1	1	\$2,000.00	
Rating: 7.6												
	55	TU	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
Rating: 7.6												
	56	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
Rating: 3.8												
	57	SU	6P-7P	WAVY NEWS 10 SUNDAY @ 6PM	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
Rating: 3.2												
	58	W	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/26-09/26	1	1	1	\$1,500.00	
Rating: 4.8												
	59	TH	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/27-09/27	1	1	1	\$1,500.00	
Rating: 4.8												
	60	F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/28-09/28	1	1	1	\$1,500.00	
Rating: 4.8												
	61	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/01-10/01	1	1	1	\$1,500.00	
Rating: 4.8												
	62	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/02-10/02	1	1	1	\$1,500.00	
Rating: 4.8												
	63	W	730P-8P	THE INSIDER	:30	\$1,500.00	09/26-09/26	1	1	1	\$1,500.00	
Rating: 4.3												



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Agency C/P1/P2/E 13/141/1020

**Flight Dates** 09/26/2012 - 10/02/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	75	TH	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	09/27-09/27	1	1	1	\$2,000.00	
Rating: 4.3												
	76	F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
Rating: 4.3												
	77	M	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	10/01-10/01	1	1	1	\$2,000.00	
Rating: 4.3												
	78	TU	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
Rating: 4.3												
	79	SA	11P-1130P	WAVY NEWS 10 SATURDAY @ 11PM	:30	\$2,000.00	09/29-09/29	1	1	1	\$2,000.00	
Rating: 6.2												
	80	SU	1130P-12A	WAVY NEWS 10 SUNDAY FOLLOWING S.N.	:30	\$2,000.00	09/30-09/30	1	1	1	\$2,000.00	
Rating: 9.4												
	81	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
Rating: 2.4												
	82	TH	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/27-09/27	1	1	1	\$500.00	
Rating: 2.4												
	83	F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
Rating: 2.4												
	84	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
Rating: 2.4												



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Advertiser (    ) AMER 4 JOB SECURITY    66 CANAL CENTER PLAZA, SUITE 555    Sales Office (    ) PHILADELPHIA

Product Americans for Job Se    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY

Estimate# 1020    Agency C/P1/P2/E 13/141/1020

Buyer Noelle Ramsey    Flight Dates 09/26/2012 - 10/02/2012    Salesperson Phone# 215-567-6005

Fax#    Hiatus Weeks    Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	85	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	

Rating: 2.4

---REPORT TOTALS---

Report Totals: 85 / \$95,000.00

---SALES MONTHLY TOTALS---

Sep 12: 54 / \$61,200.00    Oct 12: 31 / \$33,800.00

Sales Totals: 85 / \$95,000.00

Station Totals: 85 / \$95,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$95,000	CATV 0%	WAVY 100%	WGNT 0%	WPXV 0%	WTKR 0%
		WTVZ 0%	WVBT 0%	WVEC 0%		

---COMPETITIVE COMMENTS---

COMPETITIVE WILL FOLLOW

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE